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HOSPITALITY MARKETING

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FINAL REPORT

**Utilization of National Databases
for
Investigation of Unexplained Affluence**

by

Michelle Heuer

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19 ABSTRACT (Continue on reverse if necessary and identify by block number) The Defense Personnel Security Research and Education Center (PERSEREC) sponsored a research effort to investigate the possibility of utilizing national mailing lists databases for determination of potential instances of unexplained affluence. Interviews were conducted with list providers throughout the country. Based on these interviews, as well as information collected through other means, sources for information which could be utilized to identify unexplained affluence were identified. After sources were identified, the methodology for use of the information was explored and a series of recommendations were provided.					
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PREFACE

As a specialized list broker and direct marketer, the author of this report viewed this research project as a very straight forward data collecting and presenting process. To the author's surprise, collecting ALL the desired information was not an easy task, and at times seemed impossible. However, after experimenting with various information gathering methods and techniques, most information was eventually collected from either top management company personnel and/or company owners of mailing list firms.

The reader may find that certain assumptions contained herein will at times be unsubstantiated. This is due to the promise of confidentiality made to those individuals who took the time to share, investigate and respond to my non-standard information requests. Many would not divulge any additional information until I established a platform of credibility and confidentiality. Should a second phase of research be considered by PERSEREC, I am confident that these same individuals will be of invaluable assistance in the next phase of data collection and/or establishment of data sharing methods.

I would like to thank all those companies who took the time and effort to provide formal written responses to my questionnaire, in addition to responding to the many follow-up phone calls. In addition, I would like to thank PERSEREC for selecting Hospitality Marketing Associates to conduct this preliminary research.

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I. INTRODUCTION

The purpose of this research was to explore the applicability of utilizing national list databanks for personnel security research. In particular, the use was to focus on new methods of identifying unexplained affluence. This report explores the world of national list databanks and sets forth potential uses of these databanks for highlighting unexplained affluence for individuals.

Many national databases containing demographic and life-style information on millions of Americans have been developed to serve the various needs of market researchers and direct mail marketing agencies. There are thousands of lists available that cover every conceivable market you might be interested in reaching. Within each list, there are segments that can be selected on the basis of geographic, demographic, behavioral, psychographic, and other discriminants; such as age, income, gender, and tastes. Proper correlation of this information allows for tremendous precision in targeting individuals. Identifying individuals with a high level of discretionary income is of great interest to direct mail marketers.

To date, these databases have not been exploited as sources of information for personnel security investigations, but the potential to do so certainly exists. In particular, there appears to be a strong potential for correlating information from these databases with information on incomes known to the U.S. Government in order to identify individuals whose, investments or life-style may indicate "unexplained affluence." The research

conducted and presented in this report identifies, summarizes and evaluates databases that could possibly be used in conjunction with current security investigation methods. The databases highlighted are those which contain information relevant to determining individual unexplained affluence. The ability to cross reference available national databases to government files would open up an entirely new approach to security investigation.

This preliminary research suggests options for using the data base information. It does not discuss the many steps necessary to institute a pilot program utilizing these data bases, nor does it provide cost estimates to initiate such a program.

II. METHODS OF COMPILATION

The writer of this report, as a national/international mail list broker, has access to a variety of national consumer databanks. Our research involved investigating two different types of list companies: Compiled List Databanks and Response List Databanks. The following definitions explain the difference between a compiled and response list databank.

A. Compiled List Databank

These databanks collect information on a broad cross section of the public from sources such as white page telephone directories, classified telephone directories, business and industrial directories, professional association membership rosters, automobile registrations, driver license files, city/state/government information, and census data information. What dramatically differentiates compiled from response lists, is that there is no indication of previous willingness to subscribe, buy, donate or otherwise respond by mail.

These lists provide an excellent source of expanded coverage of market areas, including certain psychographic and demographic characteristics as well as large quantities of names in precise categories not available in response lists. These lists would have a high probability of containing the names of target individuals and would provide a complete demographic snap shot of the target individual. This information could then be compared against information obtained from other means as well as from other types of lists. The world of compiled lists is vast, ranging from hundreds of names to millions of names.

B. Response List Database

This type of databank is often called "mail-order list" or "buyers list." Such databases include every conceivable classification of a consumer's previous response to a direct marketing offer. The names can be those of buyers, subscribers, inquirers, donors, members or depositors. They represent every conceivable area of human interest.

Response lists are an especially valuable resource to assist in determining unexplained affluence. These lists contain the names of individuals who have responded to specific types of offerings. These offerings could be for high risk investments, get rich quick schemes, or other interests which may fit the profile of an individual with unexplained affluence.

C. Databank Sources & Methods of Compilation

Most national companies who sell compiled mailing lists use similar compilation methods and/or "overlay" lists, usually using identical list generation companies (i.e. census data, credit bureaus etc.) Large and small mailing list companies begin to differentiate themselves mainly through the development of response lists, even though proprietary list management techniques and other add-on marketing services also help differentiate one company from another. Adding on consumer response information to their existing national demographic lists makes their lists extremely valuable to marketers. Those smaller companies who cannot compete with the national compiled list companies compete very well by becoming

"specialized" in compiling the most unusual of response lists, thus building a reputation in the world of response lists. The trend in marketing has become increasingly "target" oriented, so the smaller companies in some respects have rivaled the larger list compilers during recent years. However, the larger companies have been quick to react, and most are now offering a combination of response and compiled lists, with a staggering amount of choices available for list brokers and purchasers.

The acquisition and compilation of response list information is an extremely competitive area amongst list companies. The process of acquiring response list information is quite complex, and includes utilizing a variety of methods such as buying, selling, trading, renting, investigating and WHATEVER other creative means available... sometimes methods which may even be considered border-line legal. Most list transactions are on a one-time rental basis. Lists can be purchased outright, but that requires special negotiations and certain conditions; it is not normally done.

Consumer protection and rights of usage are quickly becoming issues in many states. Some states have banned the right of list companies to sell DMV individual registration information. During the consideration of the Privacy Act of 1974, privacy rights as they relate to direct mail became a concern of Congress. Congress decided against including restrictions on mailing lists in the act because of the Direct Marketers Association Mail Preference Service for Consumers, which gives consumers the opportunity of being "delisted". The Direct

Marketing Association is the primary trade association for direct marketers, providing strict guidelines for participating members.

Many companies (magazine publications and department stores), have promised their clientele that use of their names would be strictly proprietary, that their names would not be sold to anyone. However, this is NOT the norm, and most companies take full advantage of the economic advantages of marketing their customer lists.

The topic of confidentiality in the United States will most likely become an increasingly important issue in the future, limiting accessibility to high profile lists in particular. List compilation & sales, and list brokering for the time being in this country is quite sophisticated, and most definitely has a momentum of its own. Reversing current techniques of information gathering will require organization and efforts of a strong lobbying group, which will take time.

International list development (i.e. Canadian & Japanese) still is in the developmental stages for the most part, and surprisingly good information is accessible to those marketers/brokers who know who to contact. Utilizing international list information for purposes of security investigations may eventually be worth consideration, in particular for those individuals who may intentionally be investing and spending discretionary income outside the United States.

III. PRIMARY DATABANK RESOURCES

The primary databank resources can be broken up into two categories based upon their specific application to personnel security research. The two categories are Specialty Lists and Demographic Lists.

A. SPECIALTY LISTS

Specialty lists are lists which could be utilized to identify individuals with unexplained affluence. These lists can be either response or compiled lists and focus on items such investment types, high ticket item purchases or other things which may point to unexplained affluence. The following are the companies which offer these lists.

1) Aetna National List Company

Aetna National List Company offers a wide variety of "Investor" lists. These listings cover a wide range of potential areas of unexplained affluence. The following are the areas of particular interest, included are the number of records found in each category.

Short Term - High Yield Financial Paper Investors
Includes: corporate notes, municipal paper & short
term C.D.'s (207,000)

Option Buyers, Sellers & Inquirers
Puts & Calls (69,000)

Pure Commodity Futures Traders (27,000)

Commodity Futures Buyers, Sellers & Inquirers
60% buyers, different from above (107,000)

Gamblers: Most take junkets to Las Vegas, Atlantic City,
London or the Bahamas, some buy system books. (92,000)

People with large deposits in savings accounts (76,000)

Continued - Aetna National List Company

Cattle & New Movie Investors (42,000)
Limited Partnership Investors (172,000)
Diamond Buyers & Inquirers, 60% buyers (61,000)
Swiss Franc Insurance Annuity Buyers & Inquirers (47,000)
Gold & Silver Bullion Buyers & Inquirers (93,000)
Krugerrand Buyers & Inquirers (47,000)
Hard Currency Buyers & Inquirers (105,000)
High risk stock buyers (31,000)

2) American Business Lists

American Business Lists has two types of lists which may be of use. The first type of list are buyers of high ticket items, the second type are opportunity seekers.

High ticket items:

Aircraft Owners: this list can be selected by type of aircraft and is compiled from FAA information. It has 284,449 records.

Boat/Yacht Owners: this list is compiled from marine radio license information and has 477,741 records.

Car Owners: this list contains all car owners, however you are able to select by make and model, thus owners of big ticket luxury or sports cars could be determined. This list has 60 million records.

Opportunity Seekers: this is a list of people who have profiled to be good prospects for multi-level marketing or income enhancement ideas and has 374,924 records.

3) American Direct Marketing Services Inc.

American Direct Marketing Services compiles primarily investor lists and has a number of lists which could be utilized to spot unexplained affluence the are as follows:

American Investors Master File: This is a file of individuals who have invested in oil & gas participations, real estate ventures, stocks & bonds, income producing properties and business limited partnerships. It contains 708,243 records.

Tax Shelter Investors: This listing can be selected by Oil & Gas Investors, Real Estate Investors and Miscellaneous Tax Shelters. It has 406,196 records which are compiled via direct mail, customer files and public information.

Hard Asset Investors: These are individuals who are active in the worlds of gold, silver, precious metals, stamps, coins and other hard assets. It is compiled via direct mail and has 138,241 records.

Big Dollar Investors: These are individuals who made a single investment of \$2,500+, \$10,000+, \$25,000+ or \$50,000+. This list is compiled via direct mail, customer files and public information and has 608,922 records.

In addition to investor lists American Direct has a list of aircraft owners which is compiled from official government records. This list can be segregated by method of ownership and has 242,342 records.

4) Boyd's City Dispatch

Boyd's has a number of lists which could be of assistance. In particular they have listings of Super Affluent and Millionaires, however, we have been unable to verify the methodology used to classify these individuals and thus do not recommend them. They also have a listing of yacht and aircraft owners which could be utilized.

5) Gale Research Inc.

Gale Research offers a wide variety of lists, however, only one of which would be helpful in determining unexplained affluence. They have a list of 46,000 wealthy Americans compiled from "Who's Wealthy in America". It is compiled of people who make political contributions, own stock and buy high ticket products. Specific selections of relevance and the number of records is as follows:

Limited Partnerships	(26,367)
Private Aircraft Owners	(6,043)
Yacht Owners	(3,546)
Rolls Royce Owners	(803)
Art Collectors	(222)
Horse Owners	(408)

6) The ListMaster

The ListMaster specializes in California lists and has one in particular which could be useful. They have a listing of all California property owners and it can be segmented by income property, multi-property owners and can trace the property market and assessed values. Furthermore, length of ownership is also available.

7) Marketry Inc.

Marketry Inc. has listings of yacht and aircraft owners. The yacht owner list contains 570,533 records and you are able to select by the size of the boat. The aircraft owner list has 121,269 individual owners.

8) PCS Mailing List Company

PCS has a variety of list of use in this project they tend to center around owners of high ticket items but include investors as well. The following is a summary of those lists:

Airplane Owners	(59,436)
Antique Auto Owners	(30,315)
Documented Vessel Owners	(40,316)
Gamblers	(4,951)
Horse Breeders	(10,887)
Tax Shelter Investors	(62,846)
Yacht Owners	(15,990)

9) W.S. Ponton Inc.

Ponton has a variety of investor lists. Their investor master file contains over 11 million records and can be segmented in a number of ways. This list can be selected in income ranges beginning at \$65,000+ and going up to \$250,000+, in addition investors who invest in multiple forms can be targeted.

In addition to the investor master file they also have lists of speculative type investors. The following is a breakdown of this type of list:

Commodity Futures	(742,000)
Diamond & Semi-Precious stones	(78,000)
Foreign Bond Funds	(12,000)
Gold & Silver Bullion	(758,000)
Hard Currency	(521,000)
High-Technology Stocks	(31,000)
Oil & Gas	(615,000)
Option Buyers/Sellers	(408,000)
Short Sellers	(262,000)

In addition to investor lists Ponton also has a variety of gambler lists available. They are as follows:

Casino credit rated gamblers, they are mostly in the East and can include the credit rating (92,000)

Continued - W.S. Ponton

Football Pool Betting (60,000)

Gamblers who take junkets to Las Vegas, Atlantic City, Aruba, Monte Carlo, London or the Bahamas, some are systems buyers and follow the horses (178,000)

Horse racing systems buyers, inquirers & prospects (36,000)

Sports touting service buyers, inquirers & prospects (48,000)

Ponton also has other wealthy individual lists which encompass the following:

Affluent horse club members	(32,500)
Arabian horse owners	(29,600)
Antique automobile owners	(34,000)
Luxury car owners, select by car type	(3,402,000)
Private pilots who own aircraft	(53,000)
Yacht owners, select by length	(102,000)

10) Southern List Company

Southern List is a company which specializes in Florida lists, their list can has two selections which could be us use. You are able to select boat owners by type and length as well as auto owners by model and year. This company would only be of use is you had a large number of prospects from Florida.

11) Alvin B. Zeller Mailing Lists

The lists provided by Zeller which would be of use center around the purchasers of big ticket items. In addition they have two response lists which may be of use. The following is what they have available:

Yacht Owners, individuals, can be selected by size and power	(107,159)
Aircraft Owners, select by type of aircraft	(162,631)

Continued - Alvin B. Zeller Mailing Lists

Exotic Car Owners, select by make and model, information
not available for AK, AR, CT, GA, HI, IN, KS, MD,
NJ, NM, OK, OR, PA, RI, VA, WA, WY. (12,766,593)

Response Lists: Silver & Gold Report (26,000), International
Coin & Currency (148,000)

SPECIALTY LISTS

[illegible]

B. DEMOGRAPHIC LISTS

Demographic lists are lists of individuals which contain a wealth of demographic data concerning the individual. The demographic data of particular relevance to this project are estimated income, home value as well as highlighting owners of multiple properties. This data would give the researcher a financial profile of the applicant which could be compared against information collected from other means. The following are companies which offer this type of list as well as the relevant information they contain.

1) Aetna National List Company

Aetna's database of individuals contains approximately 4 million records. The list includes wealth ratings.

2) American Business Lists

Their list contains over 78 million households. Home value is captured in a range of 0 to \$150,000, income is in five thousand dollar increments with the top category being \$100,000.

3) Americalists

This list is compiled from the Criss+Cross directories and contains income information.

4) Boyd's City Dispatch

This firm has a series of lists which would provide the required information. Their affluent lists contain individuals with estimated incomes of \$50,000+ as well as \$100,000+. In addition their homeowner file contains complete real estate information including purchase price and size of mortgage.

5) A. Caldwell List Company

Their listing of American households contains over 80 million records and contains the estimated household income.

6) Compilers Plus

This list contains in excess of 80 million records and includes estimated income.

7) Database America

This company's consumer file contains information on over 145 million individuals and 81 million households. In addition to a wealth of other demographic information it also contains income. They also have a homeowners file of 26 million homeowners. This file contains the mortgage amount as well as other real estate information.

8) The Listmaster

This company specializes in California lists. Their property owner list contains information on over 4 million owner occupied California homes as well as information on almost 2 million income property owners. Specific information available includes income, property assessed value, multi-property owners as well as property market value.

9) Metromail

Their national consumer database contains in excess of 133 million records. In addition to numerous life style characteristics the list contains the estimated household income.

10) NDL

The Lifestyle Selector, the name of their list, contains over 25 million records and is compiled from the purchasers of major consumer products. This list contains extensive information on lifestyle characteristics and also contains income information with the top category being \$100,000+.

11) PCS Mailing List Company

PCS's list is 100% compiled and contains information on 80 million households. This list contains estimates of household income as well as the income of the head of household.

12) R.L. Polk & Company

This company which is the largest mail list company in the world has a household list with information on over 77 million households and includes estimated household income.

13) W.S. Ponton Inc.

They have two lists which contain the relevant information. The first list has information on over 77 million homeowners and includes approximate income as well as net worth. The second list is a list of over 5 million individuals with high incomes and equity in their homes as well as a sub-group of expensive homes.

14) Prudential Mail Marketing Inc.

Their household database contains in excess of 70 million records and contains income information.

15) Southern List Company

This company specializes in Florida lists. Their list contains information on income as well as assessed value of their house and tthe year of it's purchase.

16) TRW Marketing Services Division

TRW has a number of lists which contain information which could be of use. Their Consumer Database contains over 163 million records compiled from public records. This list contains household income. Their Financial Lifestyle Database contains over 124 million records and is compiled from TRW consumer data as well as public records. It too contains estimated household income. The Homeownersplus Database contains almost 9 million records and is compiled from public deed records. This list contains sale price of home, purchase loan amount, equity/refinance loan amount, LTV ratio, as well as residing status and estimated household income.

17) Alvin B. Zeller Mailing Lists

Their mailing list of residents contains 83 million records. Income information starts at \$15,000 and is available in \$2,000 increments up to \$125,000+. Home value is also available with a top end of \$250,000+.

	Income	Home Value Mortgage	Multiple Properties
Aetna	X		
Am. Business Lists	X 100,000	X 150,000	
Americalists	X		
Boyd's	X 100,000	X	
Caldwell	X 75,000		
Compilers Plus	X 75,000		
Database America	X 75,000+	X 250,000	
The Listmaster	X	X	X
Metromail	X 75,000+		
NDL	X 100,000+		
PCS	X		
Polk	X 75,000+		
Ponton	X	X	
Prudential	X 50,000+		
Southern	X	X	
TRW	X 120,000	X	
Zeller	X 125,000+	X 250,000	

IV. SUGGESTED USES OF INFORMATION

Through preliminary discussions with list compilers, there seem to be two possible areas to consider in terms of PERSEREC gaining access and utilizing mailing list information: purchasing the data and/or database timesharing. However, when considering possible ways to acquire use of database information, it is necessary to differentiate between large national companies and smaller specialized firms.

A. PURCHASE LISTS

Purchasing of mailing list information, is possible, however, not the most advantageous of the choices in terms of utilizing databases provided by the larger companies such as MetroMail, Polk or TRW. Negotiations for such a purchase would be very difficult, and most likely cost prohibitive. There are also exists the problem of "updating" informational lists, which would would need to be done on a continual basis ensuring the credibility and validation of the mailing list. When you are looking at the task of updating over 8 million records, this becomes quite complex.

However, with the smaller, more specialized list companies who have lists totaling anywhere from 100-10,000 names on gamblers, yacht owners etc., list purchasing may be the only and most cost effective way to go. The smaller companies are simply not technically equipped to consider any other method of selling information.

Most list company owners are wary of selling their lists. Selling versus renting are two very distinct options. Renting a mailing list for a one time use is the norm, and the reason mailing list companies generate income. Selling the information for unlimited use, and securing annual updates on specific files, COULD happen. Fairly complex negotiations would have to take place, covering issues of intended use, frequency and methods of updating etc. The fact that direct marketing of their list would NOT take place by PERSEREC, certainly takes care of one of the primary issues to address if the information was required to be purchased. For that matter, many companies would rent the list on diskette, and since the information would never be used for direct marketing, this issue becomes void. It would be a case-by-case scenario in terms of acquiring smaller lists.

Purchasing smaller lists for utilization of in-house cross referencing would entail careful evaluation of sources used in compilation. For example, only one source potentially would be used for private plane owners, versus, perhaps various sources of gamblers and investment lists.

B. TIMESHARING

Timesharing, on the other hand could be a very interesting option. This would include tapping directly into the mainframes of larger list compilers. This option is already available with some companies, and certainly negotiable with others. This would entail entering into a company's mainframe

via modem, and manipulating the information as needed. You are billed only for the time you spent on-line, and the other end does not have any way of determining what information you utilized, only how long you were on-line. Currently, the list company provides you with the software, which is a standard program which allows a pre-determined set of menu's allowing the client to run counts, special sort's, labels, listings, disk downloading, etc.

For this option to work for PERSEREC, specialized programming would have to be completed to ensure the ability to transport information to a usable format to conduct cross-referencing on PERSEREC computer systems. The mechanics of how it would work is a separate issue requiring much more advanced research. However, the methodology of having direct access to the information, yet ensuring confidentiality, is an option and worth further exploration. Per my preliminary discussions with company owners, negotiating a contract of this nature and size would be a project they would be highly interested in exploring further.

C. APPENDING LISTS

Having the list company append information to PERSEREC files is a third option worth consideration. The author frequently uses this method for conducting research analysis using Guest History records for hotels and resorts. Only a disk containing names and addresses is provided to the list company, and the list company appends all demographic & lifestyle information to the records where direct matches are found. The disk

containing all the enhanced information is returned to author, and all analysis is then completed. Many times additional cross-referencing is done with in-house lists owned by the author.

For PERSEREC purposes, the author theoretically could be used as a third party submitting the names and addresses for appending to the list company. The list company has no idea who the client is, nor the relevance of the names being submitted for matching. Once the disk is returned to the author (containing appended information from the larger list companies), we would in turn provide directly to PERSEREC for to conduct analysis, and or analysis completed by the author. Smaller list files (gambling, stocks, etc.) could be pre-purchased by PERSEREC, with the author maintaining and cross-referencing PERSEREC files through an additional level of data. This option, combined with purchasing of smaller files, would be by far the most effective option for consideration. It also would be the most cost-effective solution, guaranteeing speed and confidentiality of information.

D. PILOT PROGRAM

Theoretically, the simplest method to utilize for a pilot program would be appending national data base information to a pre-determined number of government name and address records. The procedure for this would include PERSEREC providing the author with names and addresses on a disk (if complete data records were provided, only names and addresses of individuals

would be sent out). The disks would then be sent out under the author's cover to list compilers to be appended with demographic/specialty list information, then returned to the author. The author could then perform analysis for PERSEREC (additional records information would have to be provided by PERSEREC), and/or returned to PERSEREC for analysis.

Timesharing, used in combination with specialty list purchasing, is certainly another viable solution. This would enable PERSEREC or an outside research company to manipulate information confidentially. However, as already stated, the mechanics of making this solution work would be more complex in terms of implementation.

V. EXECUTIVE SUMMARY

The purpose of this research was to explore the applicability of utilizing national list databanks for personnel security research. In particular, the use was to focus on new methods of identifying unexplained affluence. This report explores the world of national list databanks and sets forth potential uses of these databanks for highlighting unexplained affluence for individuals.

To date, national databases have not been exploited as sources of information for personnel security investigations, but the potential to do so certainly exists. In particular, there appears to be a strong potential for correlating information from these databases with information on income known to the U.S. Government in order to identify individuals whose purchases, investments or life-style may indicate "unexplained affluence."

The research completed clearly points to the possibility of using national mailing list as another resource to enhance existing security investigative methods. It can be done. Both response and compiled lists contain relevant demographic and lifestyle information, which when cross-referenced with already existing information on security investigation files. Results would potentially point to inconsistency of information, and in some cases potentially reveal "unexplained affluence." The most effective use in terms of ensuring the highest degree of records match rate, in addition to yielding the best analytic

information, would be utilizing compiled and response list information simultaneously.

The next step would entail development of a pilot program, in addition to getting approvals from list companies for intended uses of database information, setting up procedures and methods for further conducting analysis for ascertaining unexplained affluence on security records.

* * *

GLOSSARY

(A - N)

-A-

Aetna National List Company
American Bar Association
American Business Lists
American Direct Marketing Services Inc.
Americalist
American Student List Company

-B-

Boyd's City Dispatch

-C-

Caldwell A. List Company
Compilers Plus, Inc.

-D-

Database America Companies
DMS Incorporated
Dunhill International List Company
Dun's Marketing Services

-G-

Gale Research Inc.
B.J. Hunter Directories
The Listmaster

-L-

Marketry Inc.
Metromail

-N-

National Demographics & Lifestyles (NDL)

GLOSSARY

(P - Z)

-P-

PCS Mailing List Company

-R-

R. L. Polk & Company

The Rich List

-S-

Senior Citizens Unlimited

Southern List Company

-T-

TRW Marketing Services Division

-W-

W. S. Ponton Inc.

Prudential Mail Marketing Inc.

-Z-

Alvin B. Zeller Mailing Lists

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Suite 103
Chicago, IL 60631

TELEPHONE: 800-621-2392

OFFICE LOCATIONS: Chicago, IL

LIST CATEGORIES: Residential & Business

COVERAGE: National

FORMATS AVAILABLE:

Cheshire Labels
Magnetic Tape

Pressure sensitive labels
Diskette

LIST NAME: Business List

TYPE: Compiled

UPDATE RATE: Continuous

SELECTIONS AVAILABLE:

SIC Code
Employee size
Telephone number
Title addressing

Sales
Executive by name
Key coding

LIST NAME: Residents

NUMBER OF RECORDS: 72 Million

SELECTIONS AVAILABLE:

Dwelling type
Phone numbers

Wealth ratings

AETNA - Continued

LIST NAME: Investors

NUMBER OF RECORDS: 3,918,000

SELECTIONS AVAILABLE:

High Grade Multi-Investors	1,181,000
Names on 5 or more lists, net worth well over \$350,000	
High Grade Multi-Investors	894,500
Names on 3 or more lists, net worth well over \$250,000	
Lower Grade Multi-Investors	918,000
Names on 2 or more lists, net worth of \$100,000+	
Investors who Purchased Tax Exempt Muni Bonds	392,000
Millionaires who have taken risks	48,000
Money Market Fund Buyers & Inquirers	192,000
70% buyers	
Short Term-High Yield Financial Paper Investors	207,000
Includes corporate notes, municipal paper & short term C.D.'s	
Option Buyers/Sellers & Inquirers	69,000
Puts & Calls	
Pure Commodity Futures Traders	27,000
Very sophisticated	
Commodity Futures Buyers/Sellers & Inquirers	107,000
A different brokerage than above-60% buyers	
Commodity Service & Magazine Subscribers	7,000
Gamblers	92,000
Most take junkets to Las Vegas, Atlantic City, London or the Bahamas, some buy system books.	
Millionaires, almost but not quite	295,000
net worth 750,000+	
People with Large Deposits in Savings Accts	76,000
Cattle & New Movie Investors	42,000

AETNA - Continued

Limited Partnership Investors	172,000
Buyers of Mutual Funds (Load)	278,000
Buyers of Mutual Funds (No Load)	110,000
Diamond Buyers & Inquirers (60% buyers)	61,000
Swiss Franc Insurance Annuity Buyers & Inquirers	47,000
Gold & Silver Bullion Buyers & Inquirers	93,000
Krugerrand Buyers & Inquirers	47,000
Hard Currency Buyers & Inquirers	105,000
Investors who are known art lovers, collectors & contributors	58,000
Gambling stock buyers	31,000
Short Sellers	72,000
Tax Exempt Money Market Fund Buyers & Inquirers 70% buyers	139,000

LIST NAME: Senior Citizens

NUMBER OF RECORDS: 26 Million

SELECTIONS AVAILABLE:

Age	Sex
Sectional center	

LIST NAME: Newlyweds

NUMBER OF RECORDS: 550,000

UPDATE RATE: 45,000 new per month

AETNA - Continued

LIST NAME: High School Students

NUMBER OF RECORDS: 3.6 Million

SELECTIONS AVAILABLE:

Sectional centers
Sex

Class

LIST NAME: College Students

NUMBER OF RECORDS: 26 Million

SELECTIONS AVAILABLE:

Class
School type

Field of study
Commuter students

LIST NAME: Parents of Newborn Babies

NUMBER OF RECORDS: 2 Million +

UPDATE RATE: 40,000 per week

SELECTIONS AVAILABLE:

Income

Market size

AMERICAN BAR ASSOCIATION

ADDRESS: List Sales Department
750 North Lake Shore Drive
Chicago, IL 60611

TELEPHONE: 312-988-5435

OFFICE LOCATIONS: Chicago, IL

CATEGORIES OF LISTS: Compiled/Membership

COVERAGE: National

FORMATS AVAILABLE:

4-Up Carbon Pressure Sensitive Labels
Magnetic Tape, 9 Track, 1600/6250 bpi

LIST NAME: Membership List

NUMBER OF RECORDS: 360,289

RECORD SOURCE: Membership files

TYPE: Compiled

UPDATE RATE: Monthly

SELECTIONS AVAILABLE:

Type of Law Practiced
Class
Year of Birth
Date of Admission to ABA

Young Lawyers
Sex
Year of Admission to Bar

AMERICAN BUSINESS LISTS

ADDRESS: PO Box 27347
Omaha, NE 68127

TELEPHONE: 402-331-7169
FAX 402-331-1505

LENGTH OF OPERATION: 19 Years

OFFICE LOCATIONS: Omaha, NE

CATEGORIES OF LISTS: Residential, Business
Canadian Business

COVERAGE: National + Canada

FORMATS AVAILABLE:

4-Up Labels	4-Up Cheshire
Prospect Lists	3 x 5 Cards
Tape 1600bpi or 6250bpi	Diskette

LIST NAME: Business List

NUMBER OF RECORDS: 9 Million

RECORD SOURCE: Yellow Pages

TYPE: Compiled

UPDATE RATE: Annually

SELECTIONS AVAILABLE:

Yellow Page Title	SIC Code
Number of Employees	Big Business/Publically Traded
New Names Only	Ad Size in Yellow Pages
Small Business Owners	FAX Phone Numbers
Franchise or Professional Specialty	

AMERICAN BUSINESS - Continued

LIST NAME: High-Income Americans
NUMBER OF RECORDS: 4.3 Million
RECORD SOURCE: US Census, Real Estate Valuation,
warranty registration, public information
UPDATE RATE: Every two weeks
TYPE: Compiled
SELECTIONS AVAILABLE:

Age Group	Income Range
-----------	--------------

LIST NAME: Households
NUMBER OF RECORDS: 78 Million
RECORD SOURCE: Census track, warranty information,
questionnaires, public information
UPDATE RATE: Every two weeks
TYPE: Compiled
SELECTIONS AVAILABLE:

Age Group	Income (5,000 to 100,000)
Home Value (0 - 150,000)	

LIST NAME: Car Owners
NUMBER OF RECORDS: 60 Million
SELECTIONS AVAILABLE:

Make/Model

AMERICAN BUSINESS - Continued

LIST NAME: Aircraft Owners

NUMBER OF RECORDS: 284,449

TYPE: Compiled

RECORD SOURCE: FAA Information

UPDATE RATE: Twice per year

SELECTIONS AVAILABLE:

Type of aircraft

LIST NAME: Boat/Yacht Owners

NUMBER OF RECORDS: 477,741

TYPE: Compiled

RECORD SOURCE: Marine Radio License Information

UPDATE RATE: Twice per year

LIST NAME: College Students

NUMBER OF RECORDS: 4.1 Million

LIST NAME: Farm Owners/Operators

NUMBER OF RECORDS: 2,165,495

SELECTIONS AVAILABLE:

Acreage

Income

AMERICAN BUSINESS - Continued

LIST NAME: High School Students

NUMBER OF RECORDS: 4,827,000

SELECTIONS AVAILABLE:

Class Ranking

LIST NAME: Insurance Agents

NUMBER OF RECORDS: 1,409,256

SELECTIONS AVAILABLE:

Life & Disability

Fire & Casualty

LIST NAME: Investors

NUMBER OF RECORDS: 661,987

LIST SOURCE: Questionnaires

TYPE: Response

SELECTIONS AVAILABLE:

Stocks, bonds, mutual funds, C.D.'s, real estate, gold & silver

LIST NAME: Millionaires

NUMBER OF RECORDS: 194,173

SELECTIONS AVAILABLE:

Includes telephone numbers

AMERICAN BUSINESS - Continued

LIST NAME: Opportunity Seekers

NUMBER OF RECORDS: 374,924

TYPE: People who have profiled to be good prospects
for multi-level marketing or income
enhancement. Names are only sold once.

LIST NAME: Pilots

NUMBER OF RECORDS: 640,169

SELECTIONS AVAILABLE:

Medical certificate held

LIST NAME: Real Estate Agents

NUMBER OF RECORDS: 596,775

LIST NAME: Stock Broker Executives

NUMBER OF RECORDS: 30,061

AMERICAN DIRECT MARKETING SERVICES INC.

ADDRESS: 1120 Empire Central Place, #300
Dallas, TX 75247-4310

TELEPHONE: 800-527-5080

LENGTH OF OPERATION: 15 Years

OFFICE LOCATIONS: Dallas, TX

CATEGORIES OF LISTS: Compiled

COVERAGE: National

FORMATS AVAILABLE:

4-Up Cheshire Labels
Magnetic Tape

Pressure Sensitive Labels
3x5 Cards

LIST NAME: American Investors Master File

NUMBER OF RECORDS: 708,243

TYPE: Affluent individuals who have invested in
oil & gas participations, real estate
ventures, stocks & bonds, income producing
properties, business limited partnerships.

SELECTIONS AVAILABLE:

Area Code

LIST NAME: Investor Information Center

NUMBER OF RECORDS: 302,955

TYPE: Investors who have spend hundreds of
dollars annually on "advice alone"

SELECTIONS AVAILABLE:

Geographic only

AMERICAN DIRECT - Continued

LIST NAME: America's Secret Money Database

NUMBER OF RECORDS: 12,139,864

TYPE: Compiled

SELECTIONS AVAILABLE:

Annuities	CD-Bonds
Equity Select	Mutual Fund
Fundraising	Age Ranges
Dwelling Type	Sex
Families with Children	
Income (\$50,000+, \$75,000+, \$100,000+)	

LIST NAME: American Investors Network

NUMBER OF RECORDS: 2,982,133

LIST PROFILE:

Avg Household Income: \$69,212	Age: 56% 45-64, 23% 65+
Median Age 54	95% Attended College
26% Children at Home	79% Male
73% Married	87% Homeowners 5+ Years

SELECTIONS AVAILABLE:

Age	Income (\$50,000+, \$75,000+, \$100,000+)
-----	-------------------------------------------

LIST NAME: Tax Shelter Investors: Master File

NUMBER OF RECORDS: 405,196

RECORD SOURCE: Direct mail, customer files,
public information.

SELECTIONS AVAILABLE:

Oil & Gas Investors	Real Estate Investors
Misc. Tax Shelters	

AMERICAN DIRECT - Continued

LIST NAME: Stock Market Investors
NUMBER OF RECORDS: 328,421
RECORD SOURCE: Direct mail, customer files,
public information.

SELECTIONS AVAILABLE:

Geographic Only

LIST NAME: Action Minded Investors
NUMBER OF RECORDS: 708,243
RECORD SOURCE: Direct mail, customer files,
public information.

SELECTIONS AVAILABLE:

Conservative Investors

Speculative Investors

LIST NAME: Strategic Speculators
NUMBER OF RECORDS: 126,241
RECORD SOURCE: 100% Direct Mail

SELECTIONS AVAILABLE:

Geographic only

AMERICAN DIRECT - Continued

LIST NAME: Hard Assets Investors
NUMBER OF RECORDS: 138,241
RECORD SOURCE: 100% Direct Mail
TYPE: Active in the worlds of gold, silver,
precious metals, stamps, coins and
other hard assets.

SELECTIONS AVAILABLE:

Geographic only

LIST NAME: Investors by Income
NUMBER OF RECORDS: 641,682
RECORD SOURCE: Direct mail, customer files,
public information.

SELECTIONS AVAILABLE:

Income: \$35,000+	Income: \$50,000+
Income: \$65,000+	Income: \$80,000+

LIST NAME: Big Dollar Investors
NUMBER OF RECORDS: 608,922
RECORD SOURCE: Direct mail, customer files,
public information.

SELECTIONS AVAILABLE:

By Amount Invested (single investment):
\$2,500+ \$10,000+ \$25,000+ \$50,000+

AMERICAN DIRECT - Continued

LIST NAME: Female Investors
NUMBER OF RECORDS: 81,926
RECORD SOURCE: Direct mail, customer files,
public information.

SELECTIONS AVAILABLE:

Geographic only

LIST NAME: Direct Mail Responsive Investors
NUMBER OF RECORDS: 283,205
RECORD SOURCE: Direct mail, customer files,
public information.

SELECTIONS AVAILABLE:

Geographic

LIST NAME: Multiple Investors
NUMBER OF RECORDS: 351,891
RECORD SOURCE: Direct mail, customer files,
public information.

TYPE: Invested in 2 or more types of investment

SELECTIONS AVAILABLE:

Geographic

AMERICAN DIRECT - Continued

LIST NAME: Aircraft Owners

NUMBER OF RECORDS: 242,342

RECORD SOURCE: Official Government Records

TYPE: Compiled

SELECTIONS AVAILABLE:

Individual Owners

Other Aircraft Owners

Partnerships/Co-ownerships

LIST NAME: Aircraft Pilots

NUMBER OF RECORDS: 698,380

RECORD SOURCE: Official Government Records

TYPE: Compiled

SELECTIONS AVAILABLE:

Airline Pilots (ATR)

Private Pilots

Commercial Pilots

Other Pilots

AMERICALIST

ADDRESS: P.O. Box 2117
North Canton, OH 44720

TELEPHONE: Ohio 800-962-7881
USA 800-321-0448
216-494-9111, Fax 216-494-0226

OWNERSHIP: Division of Haines & Company Inc.

LENGTH OF OPERATION: Parent company founded 1932

OFFICE LOCATIONS: Canton, OH

CATEGORIES OF LISTS: Business & Residential

COVERAGE: National

FORMATS AVAILABLE:

4-Up cheshire labels	3 x 5 Cards
4-Up pressure sensitive labels	Diskette
1-Up pressure sensitive labels	

LIST NAME: Residential file

RECORD SOURCE: Criss + Cross Directories

TYPE: Compiled

SELECTIONS AVAILABLE:

State/County/Scf	Income
SFDU/MFDU	Length of residency
Phone exchange	Age - Date of Birth
Age - Exact range	Families with children
Credit Card	Secondary name
Auto make & year	Cluster codes
Mail order buyer	

AMERICALIST - Continued

LIST NAME: Business Data File

RECORD SOURCE: Criss + Cross Directories, yellow pages,
white pages

TYPE: Compiled

SELECTIONS AVAILABLE:

Title address	Phones
Franchise code	Professional specialty code
Employee size	Business in motion
New business	Big business with contact
All business with contact	

AMERICAN STUDENT LIST COMPANY

ADDRESS: 98 Cutter Mill Road
Great Neck, NY 11021

TELEPHONE: 516-466-0602
Fax 516-466-0973

OWNERSHIP: Subsidiary of American
List Corporation

LENGTH OF OPERATION: 19 Years

COVERAGE: National

FORMATS AVAILABLE:

Pressure Sensitive Labels	Cheshire Tape
Magnetic Tape	

LIST NAME: College Bound High School Seniors

NUMBER OF RECORDS: 1,500,000

RECORD SOURCE: Educational sources

TYPE: Compiled

SELECTIONS AVAILABLE:

Sex	Telephone Numbers
-----	-------------------

LIST NAME: Young Adults

NUMBER OF RECORDS: 40 Million

RECORD SOURCE: Educational Sources

TYPE: Compiled

SELECTIONS AVAILABLE:

Sex	Telephone Number
-----	------------------

AMERICAN STUDENT - Continued

LIST NAME: College Students
NUMBER OF RECORDS: 4 Million +
RECORD SOURCE: Educational Sources
TYPE: Compiled
SELECTIONS AVAILABLE:

Sex	Class
Field of Study	

LIST NAME: Elementary & Junior High Students
NUMBER OF RECORDS: 5 Million +
RECORD SOURCE: Educational Sources
TYPE: Compiled
SELECTIONS AVAILABLE:

Sex

BOYD'S CITY DISPATCH

ADDRESS: Pocket Knife Square
Lakeville, CT 06039

TELEPHONE: 800-458-7664
Fax 203-435-0867

LENGTH OF OPERATION: 100 years +

COVERAGE: National

FORMATS AVAILABLE:

Pressure sensitive labels 3 x 5 cards
Diskettes

LIST NAME: Super Affluent List
Estimated Income \$100,000+

UPDATE RATE: Continual

SELECTIONS AVAILABLE:

Age	Income
-----	--------

LIST NAME: Affluent List
Estimated household income at least \$50,000+

UPDATE RATE: Continual

SELECTIONS AVAILABLE:

Age	Income
-----	--------

LIST NAME: Medicare Supplemental Insurance Prospects

SELECTIONS AVAILABLE:

Exact or inferred date of birth

BOYD'S - Continued

LIST NAME: Affluent Seniors

SELECTIONS AVAILABLE:

Exact or inferred age Income range

LIST NAME: Small Business Owners
(1 to 50 employees)

SELECTIONS AVAILABLE:

Includes owners name SIC code
Employee size

LIST NAME: Responsive Executives
Top Executives 50+ employees

SELECTIONS AVAILABLE:

High income, investment oriented executives with money
management needs.

LIST NAME: Millionaires

SELECTIONS AVAILABLE:

Geographic only

LIST NAME: Homeowners

SELECTIONS AVAILABLE:

Real estate file with purchase date information.
Purchase month Purchase price
Size of mortgage

BOYD'S - Continued

LIST NAME: CD Owners

SELECTIONS AVAILABLE:

Known owners of certificates of deposit.

LIST NAME: Pension Fund Executives

SELECTIONS AVAILABLE:

Executives responsible for the investment of pension plans.

LIST NAME: Yacht & Aircraft Owners

SELECTIONS AVAILABLE:

Owners of yacht and/or aircraft.

LIST NAME: Mail Survey Leads

SELECTIONS AVAILABLE:

Mutual fund buyers, IRA owners, stock and bond investors who respond to new information positively.

A. CALDWELL LIST COMPANY

ADDRESS: 4350 Georgetown Square
Suite 701
Atlanta, GA 30338-6219

TELEPHONE: 800-241-7425
404-458-1399
FAX 404-458-4245

LENGTH OF OPERATION: Since 1962

OFFICE LOCATIONS: Atlanta, GA

CATEGORIES OF LISTS: Compiled, Response

COVERAGE: National

FORMATS AVAILABLE:

Cheshire Labels	Pressure Sensitive Labels
Prospect Lists	Magnetic Tape
Diskette	3x5 Card

LIST NAME: Business List

NUMBER OF RECORDS: 14+ Million

RECORD SOURCE: Yellow Pages

TYPE: Compiled

SELECTIONS AVAILABLE:

SIC Code	Yellow Page Heading
Telephone Numbers	Employee Size
Title Addressing	Headquarters or branches
Incorporated/Not Incorporated	Classified advertiser by size
Population size	Franchises
Name of owner/manager	

CALDWELL - Continued

LIST NAME: American Household

NUMBER OF RECORDS: 80+ Million

RECORD SOURCE: 19 Sources

TYPE: Compiled

UPDATE RATE: 6 times per year

SELECTIONS AVAILABLE:

Geographic	Estimated household income
Age - Inferred	Age - Specific
Dwelling type	Length of residence
Renter/Owner	Telephone numbers
Sex of household head	Occupation
Families with children	Credit card users
Mail Order, buyers, responders, contributors.	
Recent movers	

LIST NAME: People at Play (Interests & Hobbies)

RECORD SOURCE: Major purchase & answered survey

TYPE: Response

SELECTIONS AVAILABLE:

Interest Category	Age
Gender	Income
Profession	Credit Card User
Marital Status	Owner/Renter
Children by Age	

CALDWELL - Continued

LIST NAME: Automobile Owners
NUMBER OF RECORDS: 60+ Million
RECORD SOURCE: DMV Records
TYPE: Compiled
UPDATE RATE: As states make information available
SELECTIONS AVAILABLE:

Year	Make
Model	Gas/Diesel
Number of Autos Owned	

LIST NAME: Truck Owners
NUMBER OF RECORDS: 22+ Million
RECORD SOURCE: DMV Records
TYPE: Compiled
UPDATE RATE: As made available by state
SELECTIONS AVAILABLE:

Personal Name	Firm name
Fleet sizes	Year
Make	Model
Gross vehicle weight	Number of wheels
Gas/Diesel	Farm registered

COMPILERS PLUS, INC.

ADDRESS: 466 Main St
New Rochelle, NY 10801

TELEPHONE: 800-431-2914

LENGTH OF OPERATION: Since 1972

OFFICE LOCATIONS:
New York Illinois
Florida California

CATEGORIES OF LISTS: Compiled, Response

COVERAGE: National, Canada

FORMATS AVAILABLE:

4-Up Labels	Cheshire Labels
Prospect lists	3x5 Cards
Diskette	Magnetic Tape 1600/6250 BPI

LIST NAME: Business

NUMBER OF RECORDS: 9,146,915

RECORD SOURCE: Yellow pages - Compiled
Subscribers - Response

TYPE: Compiled & Response

UPDATE RATE: Monthly

SELECTIONS AVAILABLE:

By Industry	By SIC Code
Size of firm	Level & gender of executives
Industry by employee size	Executive by position/area
Professionals by specialty	Publicly traded

COMPILERS - Continued

LIST NAME: Consumer Response Lists
NUMBER OF RECORDS: Vary
RECORD SOURCE: Response - Subscribers & Buyers
TYPE: Response
SELECTIONS AVAILABLE:
Affluent Mail Order Buyers Consumer subscribers
Special Interest Mail Order Buyers

LIST NAME: Consumer Compiled Lists
NUMBER OF RECORDS: 80+ Million
TYPE: Compiled
SELECTIONS AVAILABLE:
Income Homeowners
Credit Card Holders Age
Presence of Children Mail-Order Buyers

LIST NAME: Canadian Business Lists
NUMBER OF RECORDS: 857,604
SELECTIONS AVAILABLE:
SIC Code By Province
By Field

DATABASE AMERICA COMPANIES

ADDRESS: 100 Paragon Drive
Montvale, NJ 07645

TELEPHONE: 800-223-7777

COMPANY SIZE:

Subsidiaries Include:

Database America Compiled Lists
Ed Burnett Consultants Inc.
Ed Burnett Managed Lists
Pagex Systems Inc.
MAGI Direct, Inc.
DBA Fund Raising Services
DBA MultiFill Services

LENGTH OF OPERATION: 38+ Years

OFFICE LOCATIONS:

Los Angeles, CA	Dallas, TX
Boston, MA	Chicago, IL
Washington DC	Tampa, FL
Minneapolis, MN	

CATEGORIES OF LISTS: Compiled/Managed

COVERAGE: National

FORMATS AVAILABLE:

On Line	Pressure Sensitive Labels
Cheshire Labels	Galley Listings
3x5 Cards	Magnetic Tape or Cartridge

DATABASE AMERICA - Continued

LIST NAME: DBA Consumer File

NUMBER OF RECORDS: 145 Million Individuals
81 Million Households

RECORD SOURCE: Directories, Motor Vehicle Registration
Drivers License Files, Questionnaires,
Consumer Buyer Files, White Pages

TYPE: Compiled/Response

SELECTIONS AVAILABLE:

Head of Household	Gender
Spouse Name	Marital Status
Presence of Children	Age: Children & Adults
Income	Dwelling Type
Home Ownership	Length of Residence
Occupation	Vehicle Type
Credit Card	Contributors
Mail Order Buyers	Mail Response
Prizm	
Transaction Date	Exact Date of Birth (Adults)
Premium Bank Card Holders	Premium Retail Card Holders
Geographic Choices	SCF
County Code	Area Code
Census Tract/Block Group	ADI Code
CDS/NCDS	Nielsen County
DMA Code	SMA Code
Telephone Exchange	

LIST NAME: Homeowners File

NUMBER OF RECORDS: 26 Million Homeowners

TYPE: Compiled

SELECTIONS AVAILABLE:

Exact Date of Birth	Premium Bank Card
Premium Retail Card	Mortgage Amount
Bank Card	Date
State/County/SCR/Zip/Zip+4	

DATABASE AMERICA - Continued

LIST NAME: Businesses

NUMBER OF RECORDS: 8.5 Million Businesses
1.8 Million Professionals
1 Million Institutions
143,000 Government Offices

RECORD SOURCE: Directories, Government Sources,
School Files

TYPE: Compiled

SELECTIONS AVAILABLE:

Business on the Move
Contact Name
Multi-source records
Population Code
Record Type
Telephone Number
Trademark Codes

Employee Size
Headquarters/Branch
Office Size
Professionals
SIC
Size of School Enrollment

DMS INCORPORATED

ADDRESS: 2717 Corsair Drive
Birmingham, AL 35244

TELEPHONE: 205-991-6388

OFFICE LOCATIONS: Birmingham, AL

CATEGORIES OF LISTS: Compiled/Subscription

COVERAGE: National

FORMATS AVAILABLE:

4-Up Cheshire Labels	Pressure Sensitive Labels
Diskette	

LIST NAME: Scuba Times - Subscribers

NUMBER OF RECORDS: 18,000

RECORD SOURCE: Subscription

TYPE: Compiled

SELECTIONS AVAILABLE:

Geographic

Title

DUNHILL INTERNATIONAL LIST COMPANY

ADDRESS: 1100 Park Central Blvd. So.
Pompany Beach, FL 33064

TELEPHONE: 800-223-1882

LENGTH OF OPERATION: Founded 1938

OFFICE LOCATIONS:

New York, NY 800-223-1882
Denver, CO 800-526-5478
Pompano Beach, FL 800-445-5386

CATEGORIES OF LISTS: Business

COVERAGE: National

FORMATS AVAILABLE:

Pressure sensitive labels	Index cards
Duplicate set - cheshire	Diskette
Magnetic tape	

LIST NAME: SIC Lists

NUMBER OF RECORDS: 9,000,000+

TYPE: Compiled

SELECTIONS AVAILABLE:

SIC Code (3,000 categories)	Size of firm
Geographical selection	Individual names
Specific titles	Phone numbers

DUNHILL - Continued

LIST NAME: Business Executives

NUMBER OF RECORDS: 5,449,076

TYPE: Compiled

SELECTIONS AVAILABLE:

- Corporate Directors home address
- Corporate development & planning officials
- Business advisors, consultants, economists
- Treasurers, Financial officers, largest companies.
- Bank executives
- Administrative managers
- Data processing executives
- Import/Export top executives
- Industrial research lab executives
- Personnel executives
- Training directors
- Urban affairs officials
- Executive seminar attendees
- Sales/Advertising marketing executives
- Advertising agency executives
- Public relations communications
- Publishing executives
- Women executives, professionals
- Small business owners
- Retail store executives
- Top executives of manufacturing firms
- General Managers, plant managers - manufacturers
- Advertising, sales & marketing - manufacturers
- Treasurers, controller, comptroller - manufacturers

DUN'S MARKETING SERVICES

ADDRESS: 3 Sylvan Way
Parsippany, NJ 07054

TELEPHONE: 800-624-5669

OWNERSHIP: Company of The Dun & Bradstreet
Corporation

LENGTH OF OPERATION: Since 1841

CATEGORIES OF LISTS: Compiled

COVERAGE: National

FORMATS AVAILABLE:

Cheshire Labels	Pressure Sensitive Labels
One Time Use Tape	Listing
Telemarketing Cards	Diskette
Tape	

LIST NAME: Business

NUMBER OF RECORDS: 15 Million +

RECORD SOURCE: Credit Info, Interview

TYPE: Compiled

UPDATE RATE: Monthly

SELECTIONS AVAILABLE:

Executive Names	SIC Code
Secondary SIC Code	Employee size
Sales Volume	Firm Status

SOUTHERN LIST COMPANY

ADDRESS: 6851 Yumuri St #11
Coral Gables, FL 33146

TELEPHONE: 800-FAX-LIST

OFFICE LOCATIONS: Coral Gables, FL

CATEGORIES OF LISTS: Residential

COVERAGE: Florida

FORMATS AVAILABLE:

Cheshire Labels	Pressure Sensitive Labels
Sheet Listing	Magnetic Tape
Diskette	

LIST NAME: Florida Panorama

SELECTIONS AVAILABLE:

Owner/Renter	Marital status
Income	Age
Gender	Investors
Year house built	Year of purchase
Assessed value of house	
Auto owners: manufacturer, model, year	
Boat owners: manufacturer, type, length	
Charity donors	
Travelers	Jet Setters
Environmentalists	Birthday

GALE RESEARCH INC.

ADDRESS: PO Box 33477
Detroit, MI 48232-5477

TELEPHONE: 800-877-GALE

OFFICE LOCATIONS:

Detroit, MI
Bethesda, MD

Croton Falls, NY

CATEGORIES OF LISTS: Compiled

COVERAGE: National/International

FORMATS AVAILABLE:

On-Line 4-Up Cheshire Labels
4-Up Pressure Sensitive Labels
Magnetic Tape 9 Track, 800/1600/6250 BPI
Diskette

LIST NAME: International Associations
NUMBER OF RECORDS: 6,700
RECORD SOURCE: Encyclopedia of Associations
SELECTIONS AVAILABLE:
By Category

LIST NAME: National Associations
NUMBER OF RECORDS: 19,800
RECORD SOURCE: Encyclopedia of Associations
SELECTIONS AVAILABLE:
By Category Membership size

GALE - Continued

LIST NAME: Regional, State & Local Organizations

NUMBER OF RECORDS: 60,000

RECORD SOURCE: Encyclopedia of Associations

SELECTIONS AVAILABLE:

Region

LIST NAME: Business Organizations

NUMBER OF RECORDS: 21,000 Decision makers

RECORD SOURCE: Business organizations, Agencies
& Publications Directory

SELECTIONS AVAILABLE:

Category

LIST NAME: Consultants & Consulting Organizations

NUMBER OF RECORDS: 15,500

RECORD SOURCE: Consultants & Consulting Organizations
Directory

SELECTIONS AVAILABLE:

Type of Organization

GALE - Continued

LIST NAME: Trade Shows & Professional Exhibit Managers

NUMBER OF RECORDS: 5,100

RECORD SOURCE: Trade Shows Worldwide

SELECTIONS AVAILABLE:

Trade show sponsors & organizers

LIST NAME: Government Executives

NUMBER OF RECORDS: 123,092

RECORD SOURCE: Carroll Government Lists

SELECTIONS AVAILABLE:

Government Category	Department
Job Function	Management Level
Telephone Number	

LIST NAME: Defense Contractors

NUMBER OF RECORDS: 30,862

RECORD SOURCE: Carroll Government Lists

SELECTIONS AVAILABLE:

Management Level	State
SCF	Function

GALE - Continued

LIST NAME: International Manufacturers & Distributors
NUMBER OF RECORDS: 7,100
RECORD SOURCE: International Trade Names Dictionary
SELECTIONS AVAILABLE:

Type of Product

LIST NAME: US Distributors & Manufacturers
NUMBER OF RECORDS: 34,000
RECORD SOURCE: Trade Names Dictionary
SELECTIONS AVAILABLE:

Type of Product

LIST NAME: Directory Editors
NUMBER OF RECORDS: 6,600
RECORD SOURCE: Directories in Print
SELECTIONS AVAILABLE: Type of Organization

LIST NAME: International Directory Editors
NUMBER OF RECORDS: 1,300
RECORD SOURCE: International Directories in Print
SELECTIONS AVAILABLE:

Type of Organization

GALE - Continued

LIST NAME: Newsletter Editors
NUMBER OF RECORDS: 7,700
RECORD SOURCE: Newsletter Directory
SELECTIONS AVAILABLE:

Business Type

LIST NAME: Newspaper & Periodical Editors
NUMBER OF RECORDS: 25,000
RECORD SOURCE: Gale Directory of Publications
SELECTIONS AVAILABLE:

Agricultural	Trade & Technical
Foreign Language	College
Religious	Frequency
General Circulation	Women's
Daily Papers/Periodicals	Circulation Breakdown
Fraternal	

LIST NAME: Publishers
NUMBER OF RECORDS: 18,000
RECORD SOURCE: Publishers Directory
SELECTIONS AVAILABLE:

Type of Publication

GALE - Continued

LIST NAME: For-Profit Research Service Organizations

NUMBER OF RECORDS: 3,800

RECORD SOURCE: Research Services Directory

SELECTIONS AVAILABLE:

Field of Research

LIST NAME: Non-Profit Research Centers

NUMBER OF RECORDS: 10,700

RECORD SOURCE: Research Centers Directory

SELECTIONS AVAILABLE:

Type of Research Center

LIST NAME: Government Research Centers

NUMBER OF RECORDS: 3,000

RECORD SOURCE: Government Research Directory

SELECTIONS AVAILABLE: US Department of...

LIST NAME: International Research Centers

NUMBER OF RECORDS: 5,400

RECORD SOURCE: International Research Centers Directory

SELECTIONS AVAILABLE:

Type of organization

GALE - Continued

LIST NAME: Scientific Organizations
NUMBER OF RECORDS: 10,500
RECORD SOURCE: Scientific & Technical Organizations
and Agencies Directory

SELECTIONS AVAILABLE:

Type of Organization

LIST NAME: Medical Organizations
NUMBER OF RECORDS: 11,800
RECORD SOURCE: Medical & Health Information Directory

SELECTIONS AVAILABLE:

Subject area

LIST NAME: The Video Program Producers List
NUMBER OF RECORDS: 1,100
RECORD SOURCE: The Video Source Book

LIST NAME: Special Libraries
NUMBER OF RECORDS: 16,700
RECORD SOURCE: Directory of Special Libraries
and Information Centers

SELECTIONS AVAILABLE:

Type of Library

GALE - Continued

LIST NAME: Nonprofit Executives

RECORD SOURCE: Taft Group customers

UPDATE RATE: Biweekly

SELECTIONS AVAILABLE:

Active (Purch last 16 wks)	Former Buyers
Top-Dollar Buyers (Active/Former)	Organization Type

LIST NAME: Ward's Business Lists

NUMBER OF RECORDS: 95,000 (90% Privately Held)

RECORD SOURCE: Ward's

SELECTIONS AVAILABLE:

SIC	Company Type
Import/Export Code	Year Founded
Number of Employees	Annual Sales in Millions

LIST NAME: Scientists, Engineers, & Technologists

NUMBER OF RECORDS: 38,000

RECORD SOURCE: Who's Who in Technology

TYPE: Compiled

SELECTIONS AVAILABLE:

6 General Subject Areas	46 Technical Disciplines
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GALE - Continued

LIST NAME: Wealthy Americans
NUMBER OF RECORDS: 46,000
RECORD SOURCE: Who's Wealthy in America
TYPE: Compiled: people who make political
contributions, own stock and buy high
ticket products.

SELECTIONS AVAILABLE:

SCF	Age Range
Life Style	
Limited Partnerships	26,367
Private Aircraft Owners	6,043
Yacht Owners	3,546
Rolls Royce Owners	803
Art Collectors	222
Horse Owners	408

LIST NAME: Broadcast Stations & Media Executives
NUMBER OF RECORDS: 9,800
RECORD SOURCE: Gale Directory of Publications &
Broadcast Media

SELECTIONS AVAILABLE:

AM/FM	US & Canada
Executive Title	

NOTE: Sample of Mailing Piece is Required for All Lists

B.J. HUNTER DIRECTORIES

ADDRESS: 5555 de Gaspé, Suite 100
Monterreal, Quebec H2T 2A3
Canada

TELEPHONE: 514-273-8588

OWNERSHIP: Division of KADOBEC Inc.

COVERAGE: Canada

FORMATS AVAILABLE:

Prospect Lists	Diskette
Pressure Sensitive Labels	Cheshire Labels
Magnetic Tape 9 Track, 1600 or 3200 BPI	

LIST NAME: Business List

NUMBER OF RECORDS: 1.2 Million

UPDATE RATE: Continuous

SELECTIONS AVAILABLE:

Business Category

THE LISTMASTER

ADDRESS: 700 Fifth Avenue
San Rafael, CA 94901

TELEPHONE: 800-331-5478
FAX 415-485-0939

OWNERSHIP: Division of Service
Enhancement Systems Inc

LENGTH OF OPERATION: 20 years

CATEGORIES OF LISTS: Compiles/Managed

COVERAGE: National & California Specific

FORMATS AVAILABLE:

Cheshire Labels	Pressure Sensitive Labels
1-Up Clear Pressure Sensitive Labels	
3x5 Cards	Sheet Listing
Magnetic Tape	Admark print-image format
Diskette	

LIST NAME: California Property Owners

NUMBER OF RECORDS: 4,314,831 Owner Occupied CA Homes
1,957,498 Income Property Owners

TYPE: Compiled

SELECTIONS AVAILABLE:

Income	Length of Ownership
Lifestyle Characteristic	Property Market Value
Property Assessed Value	Wife by Name
Vacant Land	Multi-property owners
Income Property Owners	Number of Units
Swimming Pool Owners	Owners with Equity
Purchase Month	Purchase Year

LISTMASTER - Continued

LIST NAME: California's Business Decision Makers

NUMBER OF RECORDS: 750,000

TYPE: Compiled

UPDATE RATE: Monthly

SELECTIONS AVAILABLE:

Executive Name	New Business
Businesses at Home	Date Business Started
Gender	Type of Ownership
Title Address	Industry Category

LIST NAME: California Career Women

NUMBER OF RECORDS: 750,000+

TYPE: Compiled

SELECTIONS AVAILABLE:

Income	Title
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LIST NAME: California Professionals

NUMBER OF RECORDS: 2,216,801

RECORD SOURCE: Every Licensed Professional

TYPE: Compiled

SELECTIONS AVAILABLE:

Profession	Gender
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LISTMASTER - Continued

LIST NAME: California's Beautiful People

NUMBER OF RECORDS: 1,000,746

TYPE: Affluent real estate investors,
professionals, business executives,
socialites an philanthropists that have
average incomes well in excess of \$75,000
annually.

SELECTIONS AVAILABLE:

Income

Gender

MARKETRY INC.

ADDRESS: 2020 116th Ave. NE, Ste 100
Bellevue, WA 98004-3017

TELEPHONE: 800-346-2013
206-451-1262
FAX 206-451-1941

OFFICE LOCATIONS:

Bellevue, WA

New York, NY

CATEGORIES OF LISTS: Response, Compiled, Subscription

COVERAGE: National, Canada, International

FORMATS AVAILABLE:

4-Up Cheshire Labels	4-Up Pressure Sensitive Labels
Manuscript	3x5 File Cards
Magnetic Tape, 9 Track, 1600 BPI	
Diskette	

LIST NAME: Residents By Name, US

NUMBER OF RECORDS: 77+ Million

SELECTIONS AVAILABLE:

Income	Age
Dwelling Unit	

LIST NAME: Canadian Business

RECORD SOURCE: Yellow Pages

TYPE: Compiled

SELECTIONS AVAILABLE:

By Category

MARKETRY - Continued

LIST NAME: Canadian Residents By Name

NUMBER OF RECORDS: 5+ Million

RECORD SOURCE: Telephone Directories

TYPE: Compiled

UPDATE RATE: Every 2 months

SELECTIONS AVAILABLE:

Province

70 Demographic categories

LIST NAME: Canadian Response Lists

RECORD SOURCE: Buyers, Subscribers

TYPE: Response

LIST NAME: Yacht Owners

NUMBER OF RECORDS: 570,533

SELECTIONS AVAILABLE:

By size

LIST NAME: Air Craft Owners

NUMBER OF RECORDS: 121,269

SELECTIONS AVAILABLE:

Individual owner

MARKETRY - Continued

LIST NAME: International

RECORD SOURCE: Varied

TYPE: Varied

SELECTIONS AVAILABLE:

Business Executives

Hong Kong

Malaysia

China

Thailand

Japan

New Zealand

Austria

Denmark

Finland

Germany

Italy

Netherlands

Portugal

Switzerland

Canada

Singapore

Taiwan

Korea

Indonesia

Australia

United Kingdom

Belgium

Ireland

France

Greece

Luxembourg

Norway

Spain

Middle East

MARKETRY INC.

ADDRESS: 2020 116th Ave. NE, Ste 100
Bellevue, WA 98004-3017

TELEPHONE: 800-346-2013
206-451-1262
FAX 206-451-1941

OFFICE LOCATIONS:

Bellevue, WA

New York, NY

CATEGORIES OF LISTS: Response, Compiled, Subscription

COVERAGE: National, Canada, International

FORMATS AVAILABLE:

4-Up Cheshire Labels	4-Up Pressure Sensitive Labels
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Diskette	

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NUMBER OF RECORDS: 77+ Million

SELECTIONS AVAILABLE:

Income	Age
Dwelling Unit	

LIST NAME: Canadian Business

RECORD SOURCE: Yellow Pages

TYPE: Compiled

SELECTIONS AVAILABLE:

By Category

MARKETRY - Continued

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SELECTIONS AVAILABLE:

By size

LIST NAME: Air Craft Owners

NUMBER OF RECORDS: 121,269

SELECTIONS AVAILABLE:

Individual owner

MARKETRY - Continued

LIST NAME: International

RECORD SOURCE: Varied

TYPE: Varied

SELECTIONS AVAILABLE:

Business Executives

Hong Kong

Malaysia

China

Thailand

Japan

New Zealand

Austria

Denmark

Finland

Germany

Italy

Netherlands

Portugal

Switzerland

Canada

Singapore

Taiwan

Korea

Indonesia

Australia

United Kingdom

Belgium

Ireland

France

Greece

Luxembourg

Norway

Spain

Middle East

METROMAIL

ADDRESS: 15260 Ventura Blvd, Ste 1510
Sherman Oaks, CA 91403

TELEPHONE: 818-382-4646
FAX 818-382-4545

COMPANY SIZE: Large

OWNERSHIP: R.R. Donnelley & Sons

OFFICE LOCATIONS:

Atlanta, GA 404-252-4799	Chicago, IL 708-620-3300
Dallas, TX 817-878-6262	Lincoln, NE 402-475-4591
New York, NY 212-599-2616	St. Louis, MO 314-878-4212
Washington DC 301-230-2560	

CATEGORIES OF LISTS: Residential

COVERAGE: National

FORMATS AVAILABLE:

Pressure Sensitive Labels	Cheshire Labels
Manuscript	3x5 Cards
Magnetic Tape	Diskette
On-line	

LIST NAME: Specialty Lists

NUMBER OF RECORDS: Parents with New Borns 3,500,000
High School Students 5,000,000
College Students (home addr) 3,900,000
College Students (sch addr) 4,700,000
Families with children 18,000,000

METROMAIL - Continued

LIST NAME: National Consumer Data Base

NUMBER OF RECORDS: 133,660,000

RECORD SOURCE: White pages, realty data, direct mail
response, voter registration, DMV, census
data

TYPE: Compiled with Response overlay

UPDATE RATE: 65 Times per year

SELECTIONS AVAILABLE:

Telephone	Mail Order Renewal
Merchandise Buyer Categories	
Upscale	Male Orientation
Female Orientation	Crafts & Hobbies
Gardening & Farming	Books
Collectibles & Speciality Foods	
Gifts & Gadgets	General
Magazine Categories	
Family & General Interest	Female
Male & Sports Orientation	Publications
Religious	Gardening & Farming
Culinary Interest	Health & Fitness
Do-It-Yourselfers	New & Financial
Opportunity seekers & contest entrants	
Photography	
Contributors	
General	Health & Institutional
Mail Respondents	Length of Residence
Type of dwelling unit	Homeowners
Sex of head of household	Age identified individuals
Estimated household income	Married couple households
Age identified heads of households	

NDL (NATIONAL DEMOGRAPHICS & LIFESTYLES)

ADDRESS: 1621 Eighteenth Street
Denver, CO 80202-1211

TELEPHONE: 800-525-3533
303-292-5000

COMPANY SIZE: Large

OFFICE LOCATIONS:

Denver, CO	New York, NY
San Diego, CA	London, England
Bridgetown, Barbados	

CATEGORIES OF LISTS: Response

COVERAGE: National

FORMATS AVAILABLE:

Pressure Sensitive Labels
Magnetic Tape, 9 Track, 1600/6250 BPI

LIST NAME: The Lifestyle Selector

NUMBER OF RECORDS: 25,460,850

RECORD SOURCE: Purchasers of major consumer products
Responded to questionnaire

TYPE: Response

UPDATE RATE: Twice per month new names

SELECTIONS AVAILABLE:

Hobby/Interest

Art/Antique Collecting	Automotive Work
Bible/Devotional Reading	Bicycling Frequently
Boating/Sailing	Book Reading
Cable TV Viewing	Camping/Hiking
Career-Oriented Activities	CB Radio
Charities/Volunteer Activities	
Collectibles/Collections	Community/Civic Affairs

NDL - Continued

Crafts
Cultural/Arts Events
Electronics
Fishing Frequently
Frequent Flier Club Members
Stock/Bond Investments

Crossword Puzzles
Current Affairs/Politics
Fashion Clothing
Foreign Travel
Real Estate Investments
Plus Many More

Sex
Home Type
Income (Top is 100,000+)
Credit Cards Used

Age
Marital Status
Occupation
Children at Home (with age)

PCS MAILING LIST COMPANY

ADDRESS: 85 Constitution Lane
Danvers, MA 01923

TELEPHONE: 800-532-LIST
MA 800-622-LIST

LIST CATEGORIES: Business & Residential

COVERAGE: National & International

FORMATS AVAILABLE:

4-Up Cheshire labels	3 x 5 cards
4-Up Pressure sensitive labels	Sheet Listing
Magnetic tape, 9T/1600 BPI	Diskette

LIST NAME: Residential Index - Heads of Household

NUMBER OF RECORDS: 80 Million households

TYPE: 100% compiled

SELECTIONS AVAILABLE:

Age Range	Income
Dwelling Type	Female head of household
Homeowners	Retired people
Presence of children	Gender
Exact age	Length of residence
Household income	Type/year of auto
New movers	

PCS - Continued

LIST NAME: Residential Index - Lifestyles
NUMBER OF RECORDS: 45+ million
RECORD SOURCE: Questionnaire mailed nationwide, typical
respondent is female, married, age 25-49,
50% with income 30,000+
TYPE: Response
SELECTIONS AVAILABLE:

Age	Income
Sex	Age of child
Marital status	Length of residence
Dwelling type	Type of electronics
Credit card type	Hobbies/Interests
Mail order buyers	Occupation
Financial Investment	Insurance interest

LIST NAME: Affluent Index - Wealthiest Individuals File
NUMBER OF RECORDS: 46,180
RECORD SOURCE: Who's who type directories
TYPE: Compiled
SELECTIONS AVAILABLE:

Billionaires	Multi-millionaires
Millionaires	

PCS - Continued

LIST NAME: Business Lists
Businesses, organizations, associations

TYPE: Compiled

SELECTIONS AVAILABLE:

Primary/Secondary SIC Code	Telephone numbers
Executive function/title	Specialty function/area
Financial strength	Number of employees
Sales volume	Demographics

LIST NAME: Affluent Index
(Multiple lists by categories)

RECORD SOURCE: Various

SELECTIONS AVAILABLE:

Specialty/Area	Exec/Title function
Title addressing	Business owner
Demographics	
Variety of categories such as airplane owners, gamblers, horse breeders etc.	

RESPONSE LISTS AVAILABLE:

MEMBERS:

- American Institute of CPA's Members
- National Association of Accountants
- American Marketing Association
- American Museum of Natural History
- Consumer Bankers Association
- E. lectronic Funds Transfer Assoc.
- Association of Computing Machinery
- American Federation of Teachers
- Assoc. for Supervision & Curriculum Dev.
- American Management Association
- National Assoc. of Financial Consultants
- American Hospital Association
- American Assoc. of Microcomputer Investors

PCS Continued

American Bar Association
Association of Trial Lawyers
American Academy of Physician Assistants
American Chemical Society
National Association for the Self Employed
American Railway Engineering Association
American Society of Professional & Executive Women

SUBSCRIBERS:

Accounting
Journal of Accountancy The Practical Accountant
Tax Angles Warren, Gorham & Lamont Accounting

Advertising/Marketing
Advertising Age Adweek
Business Marketing Direct Marketing Magazine
DM News Food & Beverage Marketing
Journal of Consumer Marketing
Magazine Age Marketing Communications
Non-Foods Merchandising Potentials in Marketing
Product Marketing Sales & Marketing Management
Target Marketing

Affluence
American Scientist Architectural Digest
Art & Antiques Bon Appetit
Business Week Forbes
European Travel & Life Sail Magazine
Wealth Magazine Yachting Magazine

Architectural
Architectural Digest Architectural Record
Corporate Design & Realty
Design Quarterly Industrial Design
Interior Design Interiors Magazine
Progressive Architecture

Banking
American Banker Bankers Monthly
Bank Systems & Equipment Computers in Banking
EFT Report

Business
Boardroom Reports Business Marketing
Business Week Cashflow Magazine
Chief Financial Officer Chief Executive Magazine

PCS - Continued

The Economist
Inc.

Forbes
Barrons

Communications

Breakthrough Publications	Broadcast Engineering
Channels of Communication	Communications News
CommunicationsWeek	Mobil Phone News
Electronic Media Magazine	Satellite News Newsletter
Telecommunications Magazine	Video Systems
Telecommunications Products & Technology	

Construction

Building Design & Construction	
Building Supply & Home Centers	
Building Design Journal	Contractor Magazine
Fine Homebuilding	Multi Housing News
Professional Builder	

Cultural & Fine Arts

American Artist	Archaeology
Artforum	Art in America
Artnews	Art Product News
Art & Antiques	Atlantic
FMR	Theatre Crafts

Data Processing

Business Computer Systems	Byte
Compute! Magazine	Computer Dealer Magazine
Computer Decisions Magazine	Computer Design Magazine
Computer Language	Computer Products Magazine
Computers & Electronics	Computer System News
Computerworld	Creative Computing
Datamation Magazine	Dr. Dobb's Journal
80 Micro	Electronic Buyers' News
Electronic Engineering Times	Government Computer News
High Technology Magazine	Infosystems
InfoWorld	Micro Marketworld
Lightwave, The Journal of Fiber Optics	
Microsystems	MIS Week
Nibble Magazine	On Communications
PC Magazine	PC World
Personal Computing Magazine	Popular Computing Magazine
Robotics World	Small Systems World
Systems & Software	Tech Journal

PCS - Continued

Medical

Advertising Dentists	Dental Economics
The American Chiropractor	American Journal of Nursing
American Journal of Medicine	Emergency
Health Affairs	Health Science
Medical Economics	Medical Marketing & Media
Nursing Life	RN Magazine
Contemporary Administrator Magazine	
Hospital & Health Care Administrator Mag.	
Hospital Formulary	Hospital Topics
Modern Health Care Magazine	Nursing Outlook

Education

American School Board Journal	
Education Digest	The Executive Educator
First Teacher	Instructor Magazine
Learning	

Environmental

Pollution Engineering
Waste Treatment Technology News
Water Engineering & Management
Water & Wastes Digest

Government

American City & County	Defense Electronics
Government Product News	Human Services Administrator

Investors

Baxter Advisory Newsletter	Bull & Bear Newsletter
Commodity Timing Newsletter	Dealers Digest
Financial World	Investing in Crisis
Kiplinger Tax Letter	Ms. Magazine
Personal Investor	Standard & Poor's
The Stanger Report	Tax Angles
Venture	

Travel & Recreation

Business Travel News	Cruise Travel Magazine
Lodging Hospitality	Yacht Racing & Cruising

PCS - Continued

SPECIALTY INFORMATION:

Airplane Owners	59,436
Antique Auto Owners	30,315
Documented Vessel Owners	40,316
Gamblers	4,951
Horse Breeders	10,887
Tax Shelter Investors	62,846
Yacht Owners	15,990

R.L. POLK & COMPANY

ADDRESS: 6400 Monroe Blvd.
Taylor, MI 48180

TELEPHONE: 313-292-3200

COMPANY SIZE: 21 Offices, largest in world

LENGTH OF OPERATION: 1870's

OFFICE LOCATIONS:

Atlanta, GA
Chicago, IL
Dallas, TX
Detroit, MI
Houston, TX
Toronto, Canada
Minneapolis, MN
New York, NY
San Diego, CA
St. Louis, MO
Tampa, FL

Boston, MA
Cleveland, OH
Denver, CO
Washington DC
Los Angeles, CA
Miami, FL
Nashville, TN
Philadelphia, PA
San Francisco, CA
Seattle, WA

COVERAGE: National, Canada

FORMATS AVAILABLE:

Cheshire Labels	Pressure Sensitive Labels
Manuscript listings	3x5 Cards
Magnetic Tape 9 track,	1600 or 6250 BPI
Diskette	Tape cartridge 60MB, Archive FT60

LIST NAME: Business List

TYPE: Compiled

SELECTIONS AVAILABLE:

SIC Code	Number of employees
Titles	Job function
Business incorporated	Telephone Numbers
Business by primary or secondary SIC	
Business by headquarters, branches, chains	
Banks by headquarters, branches, assets	

POLK - Continued

LIST NAME: Household List
NUMBER OF RECORDS: 77+ Million
RECORD SOURCE: 19 Sources
TYPE: Compiled
UPDATE RATE: 6 times per year
SELECTIONS AVAILABLE:

Geographic:	Sectional Center
	Census Tract
	Metropolitan Marketing Area
Sex of household head	Age of household head
Estimated household income	Dwelling Type
Owner/Renter	Occupation/Profession
Telephone number	Length of residence
Families with children	Car Ownership
Truck ownership	Motorcycle ownership
RV Ownership	New car/truck owner
Credit card users	Smokers
Mail Order - Buyers, responders, contributors	

NOTE: Vehicle related lists sample of mailing piece is required.

LIST NAME: Consumer Profile
RECORD SOURCE: Telephone survey of household list
TYPE: Response
SELECTIONS AVAILABLE:

Paint spending	Coupon using
Mail order spending	Mail order clothing spending
Recent magazine subscribers	Air travel - business
Air travel - leisure	Credit card spending
Financial services	Auto aftermarket products
Mail order non-clothing spending	
Recent credit card acquisition	
Recreational equipment	

POLK - Continued

LIST NAME: Households by Lifestyle
NUMBER OF RECORDS: 18+ Million
RECORD SOURCE: Major purchases & answered questionnaire
TYPE: Response
UPDATE RATE: 6 times per year
SELECTIONS AVAILABLE:

Hobby/Interest	Age
Sex	Income
Profession	Credit Card user
Marital status	Owner/Renter
Children by age	

LIST NAME: Polk Canada
SELECTIONS AVAILABLE: Household,Business,Consumer

W.S. PONTON INC.

ADDRESS: 5149 Butler St.
The Ponton Building
Pittsburgh, PA 15201

TELEPHONE: 800-628-7806
Fax 412-782-1109

LENGTH OF OPERATION: Since 1885

CATEGORIES OF LISTS: Compiled

COVERAGE: National

FORMATS AVAILABLE:

4-Up Cheshire Labels	Pressure Sensitive Labels
Diskette	3x5 Index Cards
Magnetic Tape 9 Channel, 1600 BPI	

LIST NAME: Business

NUMBER OF RECORDS: 16 Million

RECORD SOURCE: Yellow Pages, White Pages, Trade Directories
Chamber Publications, Credit Bureau Info.

TYPE: Compiled

UPDATE RATE: Quarterly

SELECTIONS AVAILABLE:

SIC Code	Employee Size
Executive names	

PONTON - Continued

LIST NAME: Homeowners

NUMBER OF RECORDS: 77 Million

TYPE: Compiled

SELECTIONS AVAILABLE:

Approximate Income
Age

Net Worth

LIST NAME: Investor List

NUMBER OF RECORDS: 11,310,000

TYPE: Compiled/Managed/Response

SELECTIONS AVAILABLE:

Affluent Older Investors Baby Boomers
Executives @ Publically Held Companies
High Income Executives of Privately
Owned Companies High Income Young Executives
High-Grade Multi-Investors Highest-Grade Multi-Investors
Investors with Est. Income 65,000+
Investors with Est. Income 85,000+
Investors with Est. Income 100,000+
Investors with Est. Income 150,000+
Investors with Est. Income 200,000+
Investors with Est. Income 250,000+
Lower-Grade Multi-Investors
Professionals All Types, Heavy Investors
Small Business Owners & Entrepreneurs
Upper Echelon Corporate Executives
Yuppies Women Investors
Women Small Business Owners

PONTON - Continued

LIST NAME: I.R.A. Lists
NUMBER OF RECORDS: 3,718,000
TYPE: Compiled/Response

SELECTIONS AVAILABLE:

IRA Holders/Inquirers & Prospects

LIST NAME: Conservative Type Investor Lists

Affluent Older Investors: Above Fifty, Net Worth of \$500,000+	3,962,000
Controlling Stockholders: Public & Private Corporations	71,000
Country Club Members: Who invest in stocks, bonds, C.D.'s, T Bills, Money Market Funds or Real Estate	432,000
Dentists who are heavy investors (office 128,000, home 15,000)	
Discount stock service buyers/inquirers & prospects	3,211,000
Doctors who are heavy investors (home 108,000, office 412,000)	
Entertainment & Sports Figures: Who invest in stocks, bonds, CD's Money Market Funds, Commodities or Real Estate	5,600
Forbes top publically held corporations, with chief executive at business address	798
Fortunes top 3,000 largest corporations, with president, chairman of board and CFO at business address.	9,000
GNMA Buyers/Inquirers & Prospects	639,000
Growth Mutual Fund (No Load) Buyers/Inquirers & Prospects	572,000

PONTON - Continued

Limited & General Partnership Investors (Including cattle, new movies, leasing, real estate, oil & gas)	1,391,000
Master Limited Partnership Buyers & Inquirers, minimum amount invested is \$50,000	11,000
Millionaires	483,000
Millionaires, almost but not quite, net worth generally \$750,000+	748,000
Millionaires (Aspiring), estimated to have high incomes & net worths.	503,000
Money Market Fund Buyers/Inquirers & Prospects	2,010,000
Multi-Millionaires	19,000
Mutual Fund (No Load) Buyers & Inquirers	1,117,000
Nurses, who invest in stocks, bonds, CD's, mutual funds or real estate	244,000
People with deposits in savings accounts	94,000
Pilots who invest in stocks, bonds, CD's, money market funds, commodities or real estate	168,000
Professionals of all types, at home, who are heavy investors in stocks, bonds, CD's, T Bills, money market funds, commodities or real estate	485,000
Short Term-High Yield Financial Paper Investors	719,000
Socially Prominent Investors	32,500
Sports, Golf & Tennis Enthusiasts, who invest in stocks, bonds, CD's, T Bills, money market funds, commodities or real estate	18,000
Tax Exempt Money Market Fund Buyers/Inquirers & Prospects	744,000

PONTON - Continued

Tax Exempt Multi-Security Buyers & Inquirers of all Types	1,336,000
Tax Exempt Municipal Bond Buyers & Inquirers	616,000
Treasury Bill Investors & Prospects	288,000
Tucked Away Asset Holders	492,000
Tycoon Investors/Philanthropists	24,000
Variable Rate CD's Buyers/Inquirers & Prospects	141,000
Wealthiest Manhattan Investors, at home, invest in stocks, bonds, CD's, T Bills, money market funds, commodities or real estate	47,000

LIST NAME: Foreign Investor Lists

Arab Investors	2,422
Foreign Bond Fund Inquirers & Prospects	12,000
Foreign Investors, at foreign business address, who invest in US stocks, bonds, commodities, real estate or currency	38,000
Japanese Businesses & Branch Offices, in US	5,250
US International Trading Companies, with US Hq.	24,350
Wealthy Canadian Investors	964
Wealthy Foreign Investors, at home	332

PONTON - Continued

LIST NAME: Speculative Type Investors Lists

Collectible Buyers & Inquirers	20,000
Commodity Futures Buyers/Inquirers & Prospects	742,000
Diamond & Semi-Precious Stone Buyers/Inquirers & Prospects	78,000
Foreign Bond Funds Inquirers & Prospects	12,000
Gold & Silver Bullion Buyers/Inquirers & Prospects	758,000
Growth Mutual Fund Buyers/Inquirers & Prospects	572,000
Hard Currency Buyers/Inquirers & Prospects	521,000
Hedge Fund Inquirers & Prospects	36,000
High-Technology Stock Buyers/Inquirers & Prospects	31,000
Millionaire Risk Takers	187,000
Oil & Gas Inquirers & Prospects	615,000
Option Buyers/Sellers/Inquirers & Prospects	408,000
Short Sellers & Inquirers	262,000
Stamp & Coin Buyers & Inquirers	53,000
Women Stamp Collectors	3,880

LIST NAME: Real Estate Investors/Inquirers/Prospects

Collateralized Mortgage Obligations Inquirers & Prospects	18,400
Expensive Homes	11,500
Homeowners with high incomes and equity in their homes	5,106,000
Industrial Realtors	1,300

PONTON - Continued

Mini Mall Development Inquirers & Prospects	103,000
Real Estate Businesses & Other Financial Institutions who invest billions of dollars in various real estate ventures	67,000
Real Estate Lawyers	8,500
Real Estate Subdividers & Developers	24,000
Real Estate Vacation & Second Home Inquirers/Prospects	661,000

LIST NAME: Subscribers to Financial/Business or
Investment Publications

NUMBER OF RECORDS: Varies by list

SELECTIONS AVAILABLE: Various

LIST NAME: Insurance Buyers/Inquirers & Prospects

NUMBER OF RECORDS: Varies

SELECTIONS AVAILABLE: Various available

LIST NAME: Philanthropic/Donor Lists

NUMBER OF RECORDS: Vary in size

SELECTIONS AVAILABLE: Numerous lists

PONTON - Continued

LIST NAME: Gamblers Lists

Canadian "Credit Rated" Gamblers	840
Casino "Credit Rated" Gamblers - Mostly in East, can include credit rating	92,000
Football Pool Betting Buyers/Inquirers & Prospects	60,000
Foreign "Credit Rated" Gamblers	284
Gamblers: Most take junkets to Las Vegas, Atlantic City, Aruba, Monte Carlo, London or The Bahamas, some are systems buyers and follow the horses	178,000
Horse Racing Systems Buyers/Inquirers & Prospects	36,000
Risk Taking Doctors	30,000
Sports Touting Service Buyers/Inquirers & Prospects	48,000

LIST NAME: Travelers & Travel Related Lists

Affluent Extensive Vacation Travelers	962,000
Affluent Older Vacation Travelers	624,000
Affluent Yuppie Vacation Travelers	275,000
American Society of Travel Agents	14,500
Convention & Meeting Planners	17,000
Foreign Travelers	80,000
Headquarters of National Associations who sponsor conventions meetings and tours	18,500
Hotels & Motels, with Convention & Meeting Facilities	4,500
Premium, Incentive & Travel Buying Executives	17,500
Professionals who travel	187,000

PONTON - Continued

Travel Agencies	30,000
Travel Tour Operators & Promoters	1,968
Travel Tour Wholesalers	255

LIST NAME: Financial Lists

NUMBER OF RECORDS: Varies by list

SELECTIONS AVAILABLE: Numerous types of financial
professionals & firms

LIST NAME: Mail Order Buyers/Inquirers & Prospects

NUMBER OF RECORDS: Varies

SELECTIONS AVAILABLE: Various types of buyers & products

LIST NAME: Women Lists

Nurses who invest	244,000
Nurses who buy through the mail	876,000
Wealthy women investors	12,500
Women Bank Officers	16,000
Women Contributors to Feminist Causes	235,000
Women Executives/Professionals	129,000
Women Investors	383,000
Women Pilots	42,000
Women Socialites	2,500
Women Small Business Owners & Entrepreneurs	379,000

PONTON - Continued

LIST NAME: Wealthy Individual Lists

Affluent Horse Club Members	32,500
Arabian Horse Owners	29,600
Antique Automobile Owners	34,000
Luxury Car Owners, select type of car	3,402,000
Private Pilots who own aircraft	53,000
Yacht Owners, select by length	102,000

PRUDENTIAL MAIL MARKETING INC.

ADDRESS: 1500 William Floyd Parkway
Shirley, NY 11967-1817

TELEPHONE: 800-221-0223
516-924-9696
Fax 516-744-5001

OFFICE LOCATIONS: Shirley, NY

CATEGORIES OF LISTS: Business, Residential

COVERAGE: National, Canada

FORMATS AVAILABLE:

Pressure Sensitive Labels
Magnetic Tape

Cheshire Labels
Diskette

LIST NAME: Business

SELECTIONS AVAILABLE:

Accountants	Auditors & Bookkeepers
Agriculture	
Crops	Farm Equipment & Services
Fish	Livestock
Attorneys	
Aviation	
Industry Executives	Industry Services
Owners of Aircraft (217,971)	Pilots
Clubs, Associations, Organizations, Societies	
Association National Headquarters	
Church Societies - Women	
Communications & Media	
Broadcasting	Printed Medium
Communications - Miscellaneous	Video
Computer & Data Processing	Contractors & Construction
Education	
Coaches	Colleges
Officials & Services	Schools
Special Schools	
Engineers & Scientists	Environment & Conservation

PRUDENTIAL - Continued

Executives	
Advertising	Convention Sponsors
Foundations	Personnel
Presidents	Public Relations
Firms Sales Over 1 Million	Corporate Affiliates
Fortune Company	National Advertisers
Doing Business Internationally	Export
Import	International Execs Special Svcs
Finance & Banking	
Banking	Financial Analysts
Credit Unions	Portfolio Managers
Economists	Statistican
Stockbrokerage Firms Execs	
Government	Insurance
Laboratories	Libraries
Manufacturing (By Field)	Medical (By specialty)
Medical (facilities)	Real Estate
Recreation (By Category)	Religion
Wealthy American Individuals:	
Donors & Contributors	
Hobbyists	
Yacht Owners (77,567)	
Investors	
How-To-Triple-Your-Money Book Buyers (113,372)	
Who's Prominent	
Wholesalers, Retailers, Services	Women

Select by SIC Code

LIST NAME: Household Database

NUMBER OF RECORDS: 70 Million +

SELECTIONS AVAILABLE:

Income	Stage in life cycle
Heads of Household	Home Owners
Families with children by age	Type of dwelling

LIST NAME: Canadian Businesses

SELECTIONS AVAILABLE: Industry category

THE RICH LIST

ADDRESS: Piker Plaza
1210 Hollow Creek Drive, Ste 200
Austin, TX 78704

TELEPHONE: 512-441-2667

OFFICE LOCATIONS: Austin, TX

CATEGORIES OF LISTS: Compiled

FORMATS AVAILABLE:

Diskette Pressure Sensitive Labels

LIST NAME: The Rich List

NUMBER OF RECORDS: 1,600

RECORD SOURCE: Public Records, Private Sources, Other Means

TYPE: Researched and compiled
Personal & family net worth over \$100 Million

UPDATE RATE: Constant

SELECTIONS AVAILABLE: Information includes address & phone
number (home or office or both),
estimated wealth, source of wealth,
date of birth, college attended.

RICH LIST - Continued

LIST NAME: The Junior Rich List
NUMBER OF RECORDS: 600
RECORD SOURCE: Public Records, Private Sources, Other Means
TYPE: Researched and compiled
Personal & family net worth between
\$25 Million and \$100 Million
UPDATE RATE: Constant
SELECTIONS AVAILABLE: Information includes address & phone
number (home or office or both),
estimated wealth, source of wealth,
date of birth, college attended.

LIST NAME: America's Richest Entertainers
NUMBER OF RECORDS: 100
RECORD SOURCE:
TYPE: List of the names, addresses and phone
numbers of the people who handle the lives
and business of America's highest-paid
entertainers.

SENIOR CITIZENS UNLIMITED

ADDRESS: 711 Westchester Ave.
White Plains, NY 10604

TELEPHONE: 800-431-1712
Fax 914-997-8065

LENGTH OF OPERATION: 27 Years

COVERAGE: National

FORMATS AVAILABLE:

Diskette	4-Up Cheshire Labels
Pressure Sensitive Labels	Galley Listing
Magnetic Tape, 9 Track, 1600/6250 bpi	

LIST NAME: Seniors

NUMBER OF RECORDS: 30 Million +

SELECTIONS AVAILABLE:

Income Range
Retirees Only
Marital Status
Age

Telephone Numbers
Sex
Direct Response Names

COMPANY NAME: Senior Direct

ADDRESS: 9319 LBJ Freeway, Ste 120
Dallas, TX 75243-3440

TELEPHONE: 800-222-5488
Fax 214-669-3388

COMPANY SIZE:

OWNERSHIP: Subsidiary Senior Service Corp.

LENGTH OF OPERATION:

OFFICE LOCATIONS: Dallas, TX

CATEGORIES OF LISTS:

COVERAGE:

FORMATS AVAILABLE: 4-Up Cheshire Labels
4-Up Pressure Sensitive Labels
Phone Listing
3x5 Cards
Diskette
Magnetic Tape, 9 Track, 1600/6250 bpi

LIST NAME: Seniors

NUMBER OF RECORDS: 50 Million

RECORD SOURCE:

TYPE:

UPDATE RATE:

SELECTIONS AVAILABLE: Exact Age
Geographic
Household Income Rating
Head of Household
Sex
Dwelling Type

TRW MARKETING SERVICES DIVISION

ADDRESS: 901 North International Parkway
Richardson, TX 75081-2885

TELEPHONE: 800-527-3933, 214-699-1271
FAX 214-437-1611

COMPANY SIZE: Large

OWNERSHIP: A division of TRW

OFFICE LOCATIONS:

Richardson, TX New York, NY 212-973-6700
Orange, CA 714-385-7525

CATEGORIES OF LISTS: Consumer & Business

COVERAGE: National

FORMATS AVAILABLE:

4-up Cheshire Labels Pressure Sensitive Labels
3 x 5 Cards (1-up) Mag tape 9T/1600 or 6250 BPI

LIST NAME: Consumer Database

NUMBER OF RECORDS: 163,551,090

RECORD SOURCE: Public Records

TYPE: Compiled

UPDATE RATE: Monthly

SELECTIONS AVAILABLE:

Exact age	Inferred age
Sex	Income (household)
Telephone numbers	Head of household
Household status	Married
Presence of children	
Families with children by age range and/or gender	
Length of residence	Dwelling type
SMACS data (census)	Corrective Lenses
Geographic (state, zip, SCF, county, SMSA, SMMA, Arbitron, Nielsen, census/BG/ED)	
Height	Weight

TRW - Continued

LIST NAME: Financial Lifestyle Database
NUMBER OF RECORDS: 124,455,532
RECORD SOURCE: TRW Consumer data & public records
TYPE: Compiled
UPDATE RATE: Monthly

SELECTIONS AVAILABLE:

Credit shoppers	Active credit shoppers
Retail shoppers	Purchasing power
Exact age	Inferred age
Sex	Income (household)
Telephone numbers	Head of household
Household status	Married
Presence of children	
Families with children by age range and/or gender	
Length of residence	Dwelling type
SMACS data (census)	Corrective Lenses
Geographic (state, zip, SCF, county, SMSA, SMMA, Arbitron, Nielsen, census/BG/ED)	
Height	Weight

LIST NAME: HomeownersPlus Database
NUMBER OF RECORDS: 8,954,422
RECORD SOURCE: Public deed records
TYPE: Compiled
UPDATE RATE: Monthly

SELECTIONS AVAILABLE:

Residing status (owner occupied etc.)	
Sale price (in ranges)	Recording date (year/month)
Transaction type (purchase, refinance)	
Purchase loan amount	Type of purchase loan
Kind of purchase loan	Equity/refinance loan amount
Equity/refinance loan type	LTV ratio
Anniversary month	Type of purchase
Credit shoppers	Retail shoppers
Exact age	Inferred age
Sex	Married

TRW - Continued

Presence of children	Income (household)
Length of residence	Dwelling type
SMACS data (census)	
Geographic (state, zip, SCF, county, SMSA, SMMA, Arbitron, Nielsen, census/BG/ED)	

LIST NAME: ResponseData File

NUMBER OF RECORDS: 51,855,160

RECORD SOURCE: Direct mail, public records & TRW
consumer data

TYPE: Response

UPDATE RATE: Quarterly

SELECTIONS AVAILABLE:

Multi-category buyer
Recent purchase amount

Recent purchase date

Category Selects

Collectors
Crafts & hobbies
Fishing & hunting
General merchandise
Health & fitness
Investors
Magazine subscribers
Music & records
Self-improvement
Sweepstakes & lotteries

Cooking Enthusiasts
Do-it-yourselfers
Gardening & farming
Gifts & gadgets
High tech
Literature & book buyers
Men's merchandise buyers
Photography
Sports
Women's merchandise buyers

Category-Specific Selections

First purchase date
Recent purchase amount

Recent purchase date

Exact age

Inferred age

Sex

Income (household)

Telephone numbers

Head of household

Household status

Married

Presence of children

Children by age range and/or gender

Dwelling type

Length of residence

SMACS data (census)

Radius Select

Geographic (state, zip, SCF, county, SMSA, SMMA,
Arbitron, Nielsen, census/BG/ED)

Credit shoppers

Active credit shoppers

Retail shoppers

Elite retail shoppers

Purchasing power

Homeowners

TRW - Continued

LIST NAME: Business Hot Line Database
(new start-up businesses)

NUMBER OF RECORDS: 100,000 monthly

RECORD SOURCE: TRW business database & public records

TYPE: Compiled

UPDATE RATE: Monthly

SELECTIONS AVAILABLE:

Telephone numbers	Contact names
Geographic (state, Zip, SCF, county)	

LIST NAME: National Business Database

NUMBER OF RECORDS: 10,000,000
1,000,000 Service & Professionals

RECORD SOURCE: TRW business database & public records

TYPE: Compiled

UPDATE RATE: Quarterly

SELECTIONS AVAILABLE:

Telephone numbers	Contact names
Years in business	Employee size
Titles	Annual Sales
Geographic (state, Zip, SCF, county)	
SIC codes	Trade lines
Debt balance	Days beyond terms
Years in business	Derogatory legal history

TRW - Continued

LIST NAME: New Mover Database
NUMBER OF RECORDS: 2,000,000 monthly
RECORD SOURCE: NCOA & multi-source credit bureaus
TYPE: Compiled
UPDATE RATE: Monthly

SELECTIONS AVAILABLE:

Bank card users	Retail credit card users
Installment loan customers	Distance of move
Distance coordinate select	Local, regional, out-of-state
Dwelling (moved from to)	Exact age
Gender	Marital status
Estimated income	Families with children
Geographic	

LIST NAME: Highly Affluent Consumer Database
NUMBER OF RECORDS: 1,346,440
RECORD SOURCE: Statistically derived from TRW consumer data
TYPE: Compiled
UPDATE RATE: Quarterly

SELECTIONS AVAILABLE:

Exact age	Income (Household)
Telephone number	Head-of-household
Families with children	Household member
Inferred age	Length of residence
Marital status	Dwelling type
SMACS data (census)	Median home value
Median household income	Median school years
Percent white collar	
Geographic (state, zip, SCF, county, SMSA, SMMA, Arbitron, Nielsen, census/BG/ED)	
Income ranges: \$100,000 to \$119,999, \$120,000 and above	

ALVIN B. ZELLER MAILING LISTS

ADDRESS: 224 Fifth Ave.
New York, NY 10001

TELEPHONE: 800-223-0814
Fax 212-481-4245

OFFICE LOCATIONS: New York, NY

CATEGORIES OF LISTS: Business

COVERAGE: National

FORMATS AVAILABLE:

4-Up Cheshire Labels 3 x 5 Card
Manuscript Diskette
4-Up Pressure Sensitive Labels
Magnetic Tape 9 Track, 1600bpi or 6250bpi

LIST NAME: Business, Residential

NUMBER OF RECORDS: 9.4 Million

SELECTIONS AVAILABLE:

Employee size	Sales volume
SIC Code	Telephone

LIST NAME: Residents

NUMBER OF RECORDS: 83 Million

INFORMATION SOURCE: Census data overlaid with credit information,
auto registration, and questionnaire.

SELECTIONS AVAILABLE:

Cluster Code (Demographic variable)
Income (Start at \$15K+, \$2K increments up to \$125K+)
Home Values (Top end is \$250K+)
Age group

ZELLER - Continued

LIST NAME: Multiple Investors
NUMBER OF RECORDS: 360,836
SELECTIONS AVAILABLE: Multi venture investors

LIST NAME: Yacht Owners (Individuals)
NUMBER OF RECORDS: 107,159
SELECTIONS AVAILABLE: Select by size & power

LIST NAME: Aircraft Owners
NUMBER OF RECORDS: 162,631
SELECTIONS AVAILABLE: Select by type of aircraft

LIST NAME: Largest Farm Operations (1000+ Acres)
NUMBER OF RECORDS: 143,042
SELECTIONS AVAILABLE: Select by crop

LIST NAME: Millionaires
NUMBER OF RECORDS: 358,778
SELECTIONS AVAILABLE: Also multimillionaires

ZELLER - Continued

LIST NAME: Prominent Americans
NUMBER OF RECORDS: 141,742
SELECTIONS AVAILABLE: Area of prominence

LIST NAME: Exotic Car Owners
NUMBER OF RECORDS: 12,766,593
SELECTIONS AVAILABLE: Year, Make & Model
Not available for Alaska, Arkansas, Connecticut
Georgia, Hawaii, Indiana, Kansas, Maryland
New Jersey, New Mexico, Oklahoma, Oregon
Pennsylvania, Rhode Island, Virginia
Washington, Wyoming

LIST NAME: Top Government Officials
NUMBER OF RECORDS: 128,981
SELECTIONS AVAILABLE: City, County, State or Federal

LIST NAME: Corporation Presidents at Business Addr.
NUMBER OF RECORDS: 303,763
SELECTIONS AVAILABLE: Type of industry

LIST NAME: Affluent Professionals @ Home
NUMBER OF RECORDS: 569,658
SELECTIONS AVAILABLE: Profession
